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Application Number	09/737,841
Filing Date	December 14, 2000
First Named Inventor	Gordon
Title	METHOD AND APPARATUS FOR COLLECTING AND REPORTING CONSUMER TREND DATA IN AN INFORMATION DISTRIBUTION SYSTEM
Art Unit	3623
Examiner Name	Jeanly, Romain
Attorney Docket Number	SEDN/308

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☐ Applicant/Inventor.☒ Assignee of record of the entire interest. Assignment Recorded At Reel/Frame 014567/0512; 015177/0980**SIGNATURE of Applicant or Assignee of Record**

Signature	<i>William D. McCall</i>	Date	9/15/05
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Title and Company	CEO, Sedna Patent Services, LLC		

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